

ETV program structure 1-28 February 2003: Program categories BY TIME

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL	12 CATEGORIES
CATEGORY	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
News	03:04:45	02:52:54	03:03:12	02:55:09	02:52:17	00:44:51	00:38:00	16:11:08	16:11:08
Information 1 (social)	01:11:14	01:41:35	00:28:40	01:34:03	01:25:50	01:10:19	00:38:46	08:10:27	12:51:01
Information 2 (parliament)	01:00:02	00:00:00	00:54:48	01:51:12	00:00:00	00:00:00	00:00:00	03:46:02	
Information 3 (advice)	00:00:00	00:00:00	00:00:00	00:27:03	00:00:00	00:27:29	00:00:00	00:54:32	
Human Interest	00:27:22	00:00:00	00:29:00	00:27:08	00:27:48	01:22:20	00:00:00	03:13:38	03:13:38
Sport	00:06:05	02:17:26	00:07:42	00:06:17	06:21:06	00:43:18	00:54:03	10:35:57	10:35:57
Education, nature, science	00:00:00	00:38:25	00:51:10	00:32:26	00:00:00	01:12:12	00:04:00	03:18:13	03:18:13
Infotainment	03:12:54	04:19:26	05:01:30	03:29:24	03:22:24	00:45:01	01:21:08	21:31:47	21:31:47
Culture and fine arts	00:00:00	00:28:17	01:17:13	00:29:50	00:28:05	01:22:36	01:41:55	05:47:56	05:47:56
Religion	00:14:36	00:00:00	00:00:00	00:00:00	00:00:00	00:41:28	00:27:45	01:23:49	01:23:49
Music 1 (serious)	00:21:17	00:00:00	00:00:00	00:00:00	00:00:00	00:27:45	00:00:00	00:49:02	05:56:04
Music 2 (light)	00:59:27	00:57:43	00:14:44	00:15:00	00:14:59	00:00:00	02:25:09	05:07:02	
Entertainment 1	00:00:00	00:23:37	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:23:37	02:29:56
Entertainment 2 (games)	00:00:00	00:27:53	00:00:00	00:31:44	00:00:00	00:39:47	00:26:55	02:06:19	
Entertainment 3 (talk-show)	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	
Fiction 1 (serials, series)	03:35:01	01:16:10	02:42:37	01:36:18	01:21:55	01:20:32	01:25:05	13:17:38	33:01:48
Fiction 2 (sitcom)	00:23:55	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:23:50	00:47:45	
Fiction 3 (films)	03:10:31	00:40:06	01:37:45	00:00:00	00:00:00	03:07:26	03:08:57	11:44:45	
Fiction 4 (cartoons)	00:28:58	00:28:59	00:32:27	00:28:15	00:23:41	00:50:25	00:35:55	03:48:40	
Fiction 5 (other)	00:18:55	00:00:00	00:00:00	00:27:25	01:58:51	00:18:50	00:18:59	03:23:00	
Information society formats	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	00:00:00	
Presentation and promotion	00:32:04	00:38:59	00:38:54	00:21:48	00:26:03	00:42:51	00:22:19	03:42:58	
Commercial advertising	-	-	-	-	-	-	-	00:00:00	
Political advertising	-	-	-	-	-	-	-	00:00:00	
Social and cultural advertising	00:07:06	00:06:55	00:08:21	00:08:40	00:10:55	00:04:29	00:05:54	00:52:20	
Sponsor clips	-	-	-	-	-	-	-	00:00:00	
TV shopping	-	-	-	-	-	-	-	00:00:00	
Other	00:01:41	00:03:23	00:07:09	00:01:39	00:01:40	00:01:49	00:03:02	00:20:23	04:55:41
TOTAL LENGTH	19:15:53	17:21:48	18:15:12	15:43:21	19:35:34	16:03:28	15:01:42	121:16:58	
Children	00:28:58	01:37:19	00:54:58	00:55:40	00:42:33	01:09:15	02:25:29	08:14:12	
Youth	01:45:16	00:00:00	01:03:40	00:41:36	00:00:00	00:25:00	00:45:35	04:41:07	
In Russian	00:41:48	00:36:59	00:43:22	01:24:38	00:59:02	00:14:15	00:14:24	04:54:28	
Documentaries	00:00:00	00:00:00	00:29:00	00:27:29	00:00:00	01:15:52	01:17:13	03:29:34	

ETVprogram structure 1-28 February 2003: Program categories IN PERCENTAGES

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL	12 CATEGORIES
CATEGORY	in %	in %	in %	in %	in %	in %	in %	in %	in %
News	15.98	16.60	16.73	18.57	14.66	4.66	4.21	13.35	13.35
Information 1 (social)	6.16	9.75	2.62	9.97	7.30	7.30	4.30	6.74	10.60
Information 2 (parliament)	5.19	0.00	5.00	11.79	0.00	0.00	0.00	3.11	
Information 3 (advice)	0.00	0.00	0.00	2.87	0.00	2.85	0.00	0.75	
Human Interest	2.37	0.00	2.65	2.88	2.36	8.55	0.00	2.66	2.66
Sport	0.53	13.19	0.70	0.67	32.42	4.49	5.99	8.74	8.74
Education, nature, science	0.00	3.69	4.67	3.44	0.00	7.49	0.44	2.72	2.72
Infotainment	16.69	24.90	27.53	22.20	17.22	4.67	9.00	17.75	17.75
Culture and fine arts	0.00	2.71	7.05	3.16	2.39	8.57	11.30	4.78	4.78
Religion	1.26	0.00	0.00	0.00	0.00	4.30	3.08	1.15	1.15
Music 1 (serious)	1.84	0.00	0.00	0.00	0.00	2.88	0.00	0.67	4.89
Music 2 (light)	5.14	5.54	1.35	1.59	1.27	0.00	16.10	4.22	
Entertainment 1	0.00	2.27	0.00	0.00	0.00	0.00	0.00	0.32	2.06
Entertainment 2 (games)	0.00	2.68	0.00	3.36	0.00	4.13	2.99	1.74	
Entertainment 3 (talk-show)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Fiction 1 (serials, series)	18.60	7.31	14.85	10.21	6.97	8.36	9.44	10.96	27.23
Fiction 2 (sitcom)	2.07	0.00	0.00	0.00	0.00	0.00	2.64	0.66	
Fiction 3 (films)	16.48	3.85	8.93	0.00	0.00	19.45	20.95	9.68	
Fiction 4 (cartoons)	2.51	2.78	2.96	2.99	2.01	5.23	3.98	3.14	
Fiction 5 (other)	1.64	0.00	0.00	2.91	10.11	1.95	2.11	2.79	
Information society formats	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Presentation and promotion	2.77	3.74	3.55	2.31	2.22	4.45	2.47	3.06	
Commercial advertising	-	-	-	-	-	-	-	0.00	
Political advertising	-	-	-	-	-	-	-	0.00	
Social and cultural advertising	0.61	0.66	0.76	0.92	0.93	0.47	0.65	0.72	
Sponsor clips	-	-	-	-	-	-	-	0.00	
TV shopping	-	-	-	-	-	-	-	0.00	
Other	0.15	0.32	0.65	0.17	0.14	0.19	0.34	0.28	4.06
TOTAL LENGTH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
								0.00	
Children	2.51	9.34	5.02	5.90	3.62	7.19	16.13	6.79	
Youth	9.11	0.00	5.81	4.41	0.00	2.59	5.06	3.86	
In Russian	3.62	3.55	3.96	8.97	5.02	1.48	1.60	4.05	
Documentaries	0.00	0.00	2.65	2.91	0.00	7.87	8.56	2.88	

ETV program structure 1-28 February 2003: Types of production BY TIME

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
In house-production	09:37:12	09:57:51	11:10:51	11:37:42	07:46:27	08:21:01	06:25:11	64:56:15
Purchased	08:49:37	06:00:32	06:32:48	03:56:59	11:10:07	05:39:42	07:13:59	49:23:44
First run	12:03:45	13:11:25	10:16:08	11:20:19	14:50:30	08:01:42	09:45:29	79:29:18
Reruns	07:12:08	04:10:23	07:59:04	04:23:02	04:45:04	08:01:46	05:16:13	41:47:40
TOTAL LENGTH	19:15:53	17:21:48	18:15:12	15:43:21	19:35:34	16:03:28	15:01:42	121:16:58

ETV program structure 1-28 February 2003: Fulfillment of the quotas BY TIME

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY (quota)	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss	hh:mm:ss
TOTAL LENGTH	19:15:53	17:21:48	18:15:12	15:43:21	19:35:34	16:03:28	15:01:42	121:16:58
Amount of time for EURO requirements	15:57:57	11:36:40	14:55:57	12:01:31	10:11:16	13:51:03	12:56:50	91:31:14
Own produced news (5%)	02:08:45	01:56:41	02:06:57	01:58:56	01:55:51	00:44:51	00:38:00	11:30:01
Own production (10 %)	08:04:34	08:43:37	09:19:24	09:00:45	06:11:50	08:11:21	05:42:51	55:14:22
Own prod. In prime time (50 % from actual own production)	01:51:47	03:13:43	02:55:25	02:29:04	00:58:33	01:08:01	00:52:26	13:28:59
5% MINIMUM requirement	00:47:54	00:34:50	00:44:48	00:36:05	00:30:34	00:41:33	00:38:51	04:34:34
European production (51 %)	13:03:57	11:21:42	12:46:36	11:04:55	09:49:16	13:26:03	11:05:48	82:38:17
Independent production (10 %)	01:00:53	00:48:37	00:23:12	00:00:00	00:28:05	03:37:12	00:49:43	07:07:42
Number of programs	32	30	33	31	27	35	28	216

ETV program structure 1-28 February 2003: Types of production IN PERCENTAGES

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY	in %	in %	in %	in %	in %	in %	in %	in %
In house-production	49.94	57.39	61.25	73.96	39.68	52.00	42.72	53.54
Purchased	45.82	34.61	35.87	25.12	57.00	35.26	48.13	40.73
First run	62.61	75.97	56.26	72.12	75.75	50.00	64.93	65.54
Reruns	37.39	24.03	43.74	27.88	24.25	50.00	35.07	34.46
TOTAL LENGTH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

ETV program structure 1-28 February 2003: Fulfillment of the quotas IN PERCENTAGES

	17.02.2003 Mon	25.02.2003 Tue	05.02.2003 Wed	13.02.2003 Thu	21.02.2003 Fri	01.02.2003 Sat	09.02.2003 Sun	TOTAL
CATEGORY (quota)	in %	in %	in %	in %	in %	in %	in %	in %
TOTAL LENGTH	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
Amount of time for EURO requirements	82.88	66.87	81.81	76.48	52.00	86.26	86.15	75.46
Own produced news (5%)	11.14	11.20	11.59	12.61	9.85	4.66	4.21	9.48
Own production (10 %)	50.58	75.16	62.44	74.95	60.83	59.12	44.13	60.36
Own prod. In prime time (50 % from actual own production)	23.07	37.00	31.36	27.57	15.75	13.84	15.29	24.41
5% <i>MINIMUM requirement</i>	233.38	556.12	391.58	413.20	191.57	163.69	134.99	294.65
European production (51 %)	81.84	97.85	85.56	92.16	96.40	96.99	85.71	90.29
Independent production (10 %)	6.36	6.98	2.59	0.00	4.59	26.14	6.40	7.79